

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

April 12, 1946

No. 158

EMPHASIS ON SAVINGS. . . . Developments during the week emphasized the need for a vigorous campaign to conserve wheat so that this country can meet its export goals.

From abroad, Herbert Hoover, honorary chairman of the Famine Emergency Committee, reported, "Hunger sits at the table thrice daily in hundreds of millions of homes and the spectre of possible starvation haunts equally the halls of government and squalid hovels in the ruins of war...The rehabilitation of children cannot wait. It cannot be postponed until some other day....It is not too late to expand this work at once and it is imperative to prepare for its continuance over the next 12 months..."

Here at home, the April crop report said:

\*\*\*Over a billion bushels of wheat have been moved from farms since the new crop was harvested, a quantity that has never before been approached.

\*\*\*Current farm stocks of 204 million bushels are the lowest for April 1 since 1941, though 31 million more than the 1935-44 average.

\*\*\*Unusually good progress in spring farm activities and in development of vegetative growth, resulting from an unseasonably warm March, has started off the 1946 crop season with prospects at an optimistic level.

\*\*\*Winter wheat prospects have shown improvement in practically all parts of the country, except in areas from Oklahoma and Texas Panhandles westward.

\*\*\*Consumption of feed grains by livestock and poultry has continued at a relatively high level.

Secretary Anderson commented: "Our estimate of the total situation, based on such information as is now available indicates that we can reach our goal of 225 million bushels of wheat exports for the first six months of 1946. To do it, however, we will have to follow through fully on all conservation steps...To do less would be unthinkable in the present world food crisis..."

\* \* \*

MOVING THE WHEAT. . . . The wheat purchase plan announced last week is about ready to begin rolling as part of the program to get all possible wheat off farms, get it into market channels and on the way to feed the starving. The Field Service Branch was forwarding administrative forms this week to State offices. Meanwhile special informational materials were also on the way to State, county and community committeemen in areas where there is wheat to be moved off farms, principally in the Dakotas and Montana where winter-bound roads have prevented movement to town. The materials include a fact sheet with questions and answers on the purchase plan as well as suggested press and radio releases.

\* \* \*

FAMINE CAMPAIGN ROUNDUP. . . .This roundup which goes weekly to State food program managers from the PMA Information Service provides background information on a variety of famine campaign angles. The current issue, being mailed out this weekend, covers the following subjects; crop report highlights, Hoover reports from Europe, facts about calories, rail grain shipments, grain and the distillers, feeding people or livestock, national organization contacts, what industry advisory committees are doing, trade association work, contacts with eating places, pointers on promoting abundant foods, fat salvage, and a news roundup including items on fast days, food conservation in VA hospitals, wheat shipments to France, D. C. poll showing 7 out of 10 aiding in famine program, warning from Davis that we're falling behind in wheat shipments.

Last week's Roundup included such subjects as: what a saving of two slices of bread a day can do, Army conservation program, brief reports from famine countries on current status, state famine campaign activities, statements on plentiful foods, fat salvage background.

\* \* \* \* \*

ON THE WAY. . . .Informational material which is now being processed and will be in the mails within the next week include:

\*\*\*Our Hungry World. Country-by-country food supply information as well as a brief summary of commodity situations.

\*\*\*Text of Pope's famine address.

\*\*\*Facts about America's 80% Extraction Flour. A 3-page question-and-answer piece by BHNHE.

\*\*\*Newspaper mats. Two-column mats with proofs. Three-year-old victim of hunger -- picture of a Yugoslav child. World food needs and supplies -- a pictograph on wheat, rice, fats and oils and sugar. Per capita food consumption in calories -- a bar chart by countries. Additional mats are in preparation (see next page).

\*\*\*Campaign guidebook for advertisers.

\*\*\*Children Are Hungry. A reprint of an article in THE CHILD, Children's Bureau publication.

\*\*\*Wheat Certificate Plan Material. (see page 1).

\* \* \* \* \*

IN PREPARATION. . . .Material which is now planned or which is in preparation for distribution to field people includes:

\*\*\*Answers to Campaign Questions. Takes up many of the troublesome issues that have come up so far during the campaign.

\*\*\*How Homemakers Can Help Save Food to Fight Famine. This is a revision on an earlier release by the same title.



\*\*\*Famine Campaign Handbook. A compilation of background facts on the famine campaign for campaign workers.

\*\*\*Cut Food Waste leaflet. This wartime leaflet is being revised and will be printed in quantity.

\*\*\*Campaign poster. Present plans indicate a poster displaying a message from President Truman.

\*\*\*Famine slide film. This is for use at small meetings.

\*\*\*Newspapers mats. A one-column mat of the campaign emblem and a two-column mat of a famine cartoon are in preparation. Other mats will be issued periodically thereafter.

\*\*\*Statements on plentiful foods. Some of these statements have already been mailed, others are in preparation.

\* \* \* \* \*

ORGANIZATION CONTACTS. . . . Plans for follow-up contacts with headquarters of national organizations of civic, consumer, youth, patriotic, labor, welfare, farm, church, patriotic and business groups were mapped by representatives of several agencies this week. Many of these organizations have already been contacted nationally and reports from the States indicate extensive progress there. Quite a few organizations have launched vigorous programs in cooperation with the famine campaign. The follow-up work therefore aims to make sure all groups are covered nationally and to supply all groups with current campaign material. This material will consist of such campaign aids as community action program suggestions, leaders' handbooks, speakers' guides, moral programs, and specific suggestions for individual group activities.

Since the object of the organization contacts is to promote country-wide activity in the campaign, work with state and local units already under way in most States is important. Do you have a comprehensive plan for keeping in touch with all local organizations? Many States already have invited representatives from local organizations to sit in on meetings of the USDA Council. Others have organized special committees composed of representatives of the organizations and activities are planned with these committees. In some States various members of the USDA Council are assigned a definite group of organizations to be responsible for.

As contact work progresses on the national front, reports of what is done will be forwarded to the State food program managers.

\* \* \* \* \*

FAMINE MOVIES. . . . Shipments of FREEDOM AND FAMINE, one of the two famine movies being distributed by USDA for the FEC, are well under way, with all States to be supplied in another week.

Shipments of SUFFER LITTLE CHILDREN will begin first of the week.

Each film library receiving copies of the films will also receive a supply and 300 copies of the promotion flyer. Copies of the flyer will also be supplied USDA field offices.

\* \* \* \* \*

VICTORY GARDENS. . . . There's still time for a big push on victory gardens.  
Here are some angles for your promotional materials:

\*\*\* Before you can share food you must produce it; when you produce more for your own use, farmers are able to produce more for those who can't raise their own food.

\*\*\* Victory gardens will help fight famine. Let an extra fresh-out-of-the-garden vegetable replace the foods needed for shipment abroad. Use home-canned fruits instead of cakes and pies for desserts.

\*\*\* Victory gardens will help fight inflation. What you grow will help close the gap between supply and demand and thus take the pressure off food prices.

\*\*\* Be a sparetime farmer in your own backyard because the food crisis won't be over July 1.

\* \* \* \* \*

HOME DEMONSTRATION WEEK. . . . Arrangements are being completed throughout the country for observance of National Home Demonstration Week, May 5 to 12. Reports from the States and Puerto Rico and Hawaii tell of plans for meetings, exhibits, tours, and radio programs to show the opportunities that home demonstration work offers and to encourage wider participation in the program.

The Extension Service in Washington is preparing a second fact sheet (the first was issued in February) containing source material on what the clubs are doing. A small leaflet on home demonstration work is also ready for release next week.

National radio plans include: \*\*\*Consumer Time May 4 will feature home demonstration work. \*\*\*Mary Burnham will interview a Virginia farm woman on the CBS Country Journal of the Air on May 5. \*\*\*The DuPont Cavalcade May 6 will have an HD announcement. \*\*\*Pickups from New York, Chicago, Washington, and Denver on the ABC American Farmer program May 11; four women will speak. \*\*\* A 5-minute interview with a California farm woman on the NBC National Farm and Home Hour May 11.

Samples of State activities: Oregon---family night meetings will feature movies, exhibits, recreation. Virginia---governor issued a proclamation for the week. Georgia---an exhibit in the State capitol. Nebraska---special exhibits in local stores. Connecticut---a radio quiz of two cities is planned with a farm woman from a Connecticut city competing with one from a Massachusetts City.

Most States plan to stress club activity in the program to help feed famine countries.

\* \* \* \* \*

PRESS RELEASES TO NOTE. . . . Secretary Anderson warns of farm real estate market dangers---712; Canned fish order---716; Veterans may get farm advice locally---693; U. S. offers sugar purchase proposal to Cuba---728; World cattle numbers decrease---723; First quarter exports of wheat and flour---724; Dairy farmers urged to make full use of



pasture and roughage---729; Hoover describes European food situation---731; Veterans get priority in farm equipment---732; REA approves loans in six States---737; Hay crops are good source of protein for milk cows---738; U.S. soybean oil to Italy---Italian olive oil to U.S.---742; New coffee order effective April 1---743; REA approves loans in six States---749; U.S. soybean oil to Spain---Spanish olive oil to U.S.---752; Hoover reports to Famine Emergency Committee---753; REA approves loans in six States---758; Secretary Anderson calls for world aid in food fats and oils crisis---759. Dairying has come a long way, an address by Secretary Anderson in Boston, April 11---762; War Food Order 29 (use and distribution of cottonseed, peanut, soybean and corn oil) revised---773; Rice set-aside changed---778; Distillers grain inventories limited by War Food Order 141---779.

\* \* \* \* \*

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . April 4, the House passed the federal pay bill with amendments providing across-the-board increases of \$400 and a \$10,000 ceiling; the House Agriculture Committee reported a revised Cooley farm credit bill; Representative Flannagan introduced a bill to prevent the use of grain for non-essential purposes; the Senate agreed, 46 to 38, to the Russell amendment to add his farm-labor-parity amendment to the minimum wage bill; the Senate appointed conferees on a bill to slow down the liquidation of rural rehabilitation projects. April 5, the Senate passed the minimum wage bill and Senator Thomas of Oklahoma criticized Bowles' order to Anderson to approve the requirement for an increase in cotton exchanges margin requirements; the Senate Banking and Currency Committee reported the Patman housing bill which provides for price control and subsidies on housing; the Senate unanimously confirmed the nomination of N. E. Dodd as Under Secretary of Agriculture; Senator Thomas of Oklahoma asked for an additional \$5,000 for the Senate Agriculture and Forestry Committee to continue its food investigation. April 8, the House passed and sent to the President a bill to provide for an under secretary and three assistant secretaries of Labor; the House sent the federal pay bill to conference; the House Agriculture Committee reported a revised bill to regulate the marketing of economic poisons and devices; the Senate passed the second appropriation rescissions bill; the Senate Banking and Currency Committee reported, with amendment, the Wagner-Ellender-Taft housing bill; the Senate debated the Patman housing bill. April 9, the House passed the Cooley farm credit bill; the House Appropriations Committee reported the State, Justice, Commerce and Judiciary appropriation bill; the House Banking and Currency Committee reported a bill to continue the price control act; the House Agriculture Committee reported a bill prohibiting cotton marketing quotas and acreage allotments for 1947; the House Insular Affairs Committee reported the Philippine rehabilitation bill; the Senate debated the Patman housing bill, rejecting amendments to strike out the provision for subsidies; the Senate Military Affairs Committee reported a bill to create a National Science Foundation. April 10, the Senate passed the Patman housing bill, striking out the provision for price control on existing housing; the Senate Finance Committee reported the Philippine trade bill; both Houses received from the Department of Agriculture proposed legislation to extend the Soil Conservation and Domestic Allotment Act to the Virgin Islands; the House passed the Philippine rehabilitation bill.

\* \* \* \* \*

